



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 843439

Schedule Dates 07/20/12-07/30/12
Advertiser American Crossroads (33954)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - Non-Ballot Issue (1196)
Brand American Crossroads (171747)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6428 /
CPE 11/27/828
Account Types National/**Political - Agency
Billing Type Weekly/Irregular
Comments AMER CROSSROADS 7/20
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/19/12
Last Modified 07/19/12
Entered By Penne Marsh
CO-OP No
Headline # 06243458
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,485.00
Net Total \$25,415.00
Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Jul. 2012	26	\$24,850.00
Aug. 2012	5	\$5,050.00
Grand Total:	31	\$29,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	5A- 5:58A (ET)						1			2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
2.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	6P- 6:30P (ET)						1			2	\$1,350.00	\$2,700.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
3.0	Normal Line / SPOT	07/27/12-07/27/12	4	:30	6:58P- 7:28P (ET)						1				\$1,625.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/19/12
3.0.1	Closed Preempt	07/27/12															Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
4.0	Normal Line / SPOT	07/20/12-07/20/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
5.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	9A- 10A (ET)						1			2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
6.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	11P- 11:35P (ET)		1							2	\$1,100.00	\$2,200.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12

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7.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	5A- 5:58A (ET)		1							2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
8.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	6P- 6:30P (ET)		1							2	\$1,350.00	\$2,700.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
9.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	6:58P- 7:28P (ET)		1							1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/19/12
10.0	Normal Line / SPOT	07/30/12-07/30/12	4	:30	7:28P- 7:57P (ET)		1							1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
11.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	9A- 10A (ET)		1							2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
12.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	11P- 11:35P (ET)					1				1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12

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13.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	5A- 5:58A (ET)					1				1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
14.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	6P- 6:30P (ET)					1				1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
15.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	7:28P- 7:57P (ET)					1					\$1,625.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
15.0.1	Closed Preempt	07/26/12															Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
16.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	9A- 10A (ET)					1				1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
17.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	11P- 11:35P (ET)			1						1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12
18.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	5A- 5:58A (ET)			1						1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12

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19.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	6P- 6:30P (ET)			1						1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
20.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	7:28P- 7:57P (ET)			1						1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
21.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	9A- 10A (ET)			1						1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
22.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	11P- 11:35P (ET)				1					1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12
23.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	5A- 5:58A (ET)				1					1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
24.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	6P- 6:30P (ET)				1					1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
25.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	6:58P- 7:28P (ET)				1					1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/19/12

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26.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	9A- 10A (ET)				1					1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12

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